



BACHELOR DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT

SUBJECT	BUSINESS COMMUNICATION
NUMBER OF CREDITS (ECTS)	4.5 ECTS
YEAR/SEMESTER	4 th /2 nd
LEARNING OUTCOMES	<p>There are four ways, and only four ways, in which we have contact with the world. We are evaluated and classified by these four contacts: what we do, how we look, what we say and how we say it. Business communication has a lot to do with those four ways of having contact with the world. This subject will deal with the sending and receiving of messages within a company, organization or business. It will include all kinds of communication related with business which includes verbal, nonverbal, public and cultural communication to promote employee retention, customer satisfaction and healthy business relationships</p>
SYLLABUS	<ol style="list-style-type: none">1. Business Fundamentals2. Communication Fundamentals3. Communication and Organizations in Context4. Interpersonal Communication in Organizations5. Communication and Change in Organizations
ASSESSMENT	<p>Through an on-going assessment system including different assessment procedures with different weights. Nevertheless, this system will only be applied if students achieve a minimum grade of 50% in the oral exam. If they do not reach that minimum grade, they will have to opt for alternative assessment. The academic study consists in a real business communication plan elaborated in teams. The alternative assessment consists in: an oral exam (40%) -to evaluate the knowledge of the theoretical background and students' capacity to contextualize theory and practice; a case study-(30%) - to apply the acquired knowledge in a specific context-. Those who opt for alternative assessment will have to also present the academic study consisting in elaborating a business communication plan (30%). Students will</p>

have to achieve a minimum grade of 50% in the three assessment types to pass the subject.